

TO: John Buehler/Connie Bulanda

DATE: March 13, 1995

FROM: G. D'Alessandro

SUBJECT: Virginia Slims Fall V- Wear "Glamour" Direct Mail-Creative Brief DRAFT

**Background**

In July 1995, Virginia Slims will introduce the Fall V-Wear collection "Glamour, Gotta Have it", through an integrated marketing plan. Below are the direct mail program details.

**Objectives**

- Continue to develop a relationship with recipients.
- Encourage purchase/continuity among Slims smokers.
- Incent trial/repeat purchase among key competitive smokers.

**Strategy/Tactics:**

The strategy is to build a long term/value added relationship with recipients through the SlimsClub umbrella and to use V-Wear Fall collection to generate interest/continuity. Coupons will be used tactically, to protect the current franchise and to incent competitive smokers to try/repurchase Slims.

Relationship- The piece will continue to develop relationship with recipients through the "Ask Virginia" question and answer piece. It will also continue to add value to the SlimsClub and reward its members by delivering "Members Only" Bonus UPCs.

- Continuity- V-Wear will offer a fashion oriented continuity collection that leverages the brand essence while creating long-term purchase interest. To increase participation, the "Glamour" collection will include items having a wide range of values.
- Trial/repeat purchase- The mailing will deliver coupons with values varying in accordance to the responsiveness model.

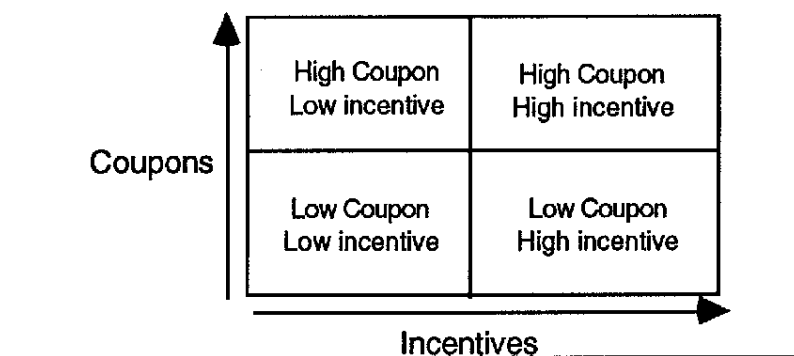
**Preliminary Audience/Segments:**

Virginia Slims Smokers	900,000
Competitive Smokers	500,000
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Grand Total	1,400,000

**Responsiveness Model**

The Virginia Slims Fall V-Wear mailing will use the Responsiveness model to segment its audience. This model is based on recipient participation in past Slims direct programs and how they have responded to incentive and coupon offerings. The model predicts how consumers will respond, allowing brand to tailor offers to maximize responsiveness and minimize subsidy.

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### Elements:

The format of this mailing (self-mailer catalogue or <sup>Standard</sup> ~~std~~) will depend on the capability of delivering all the elements listed below:

- Personalized letter with coupons and Bonus UPC-POS# 84936

Cell	Version	Coupon*
1	<u>Virginia Slims smokers</u> High Coupon/High Continuity	1 @ \$1.00 ctn./4 packs 1 @ \$2.00 ctn. 1 @ 5 Bonus UPC
2	High Coupon/Low Continuity	1 @ \$1.00 ctn./4 packs 1 @ \$2.00 ctn. 1 @ 10 Bonus UPC
3	Low Coupon/High Continuity	1 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 5 Bonus UPC
4	Low Coupon/Low Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UPC
5	<u>Competitive smokers</u> High Coupon/High Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 5 Bonus UPC
6	High Coupon/Low Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UPC
7	Low Coupon/High Continuity	2 @ \$2.00 ctn./4 packs 1 @ \$4.00 ctn. 1 @ 5 Bonus UPC
8	Low Coupon/Low Continuity	2 @ \$2.00 ctn./4 packs 1 @ \$4.00 ctn. 1 @ 10 Bonus UPC
9	<u>Last chance</u> cell	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UP

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**Test Cells Virginia Slims smokers**

10	High Coupon/High Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UPC
11	High Coupon/Low Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UPC
12	Low Coupon/High Continuity	2 @ \$1.50 ctn./4 packs 1 @ \$3.00 ctn. 1 @ 10 Bonus UPC
13	<u>Competitive smokers</u> High Coupon/High Continuity	2 @ \$2.00 ctn./4 packs 1 @ \$4.00 ctn. 1 @ 10 Bonus UPC
14	High Coupon/Low Continuity	2 @ \$2.00 ctn./4 packs 1 @ \$4.00 ctn. 1 @ 10 Bonus UPC
15	Low Coupon/High Continuity	2 @ \$2.00 ctn./4 packs 1 @ \$4.00 ctn. 1 @ 10 Bonus UPC

- \* UPC codes will be mailed by PM. Expiration date for \$ off coupons 9/30/95.  
Bonus UPC to expired end of program 1/31/96.

- Fall V-Wear continuity catalogue. Same as retail and fulfillment, but with personalized order form.
- ASK VIRGINIA SLIMS Q & A. Similar to SlimsClub #1.

**Execution Guidelines**

*Leadership "Misty" approved.*  
Tone should vary depending whether the mailing is defensive (VS smokers) or offensive (competitive smokers). The defensive tone should be more familiar (SlimsClub) and relationship oriented, the offensive should be more trial oriented.

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Copy - Should be very VISIBLE, legible and concise (TELEGRAPHIC) plus it should have editorial value "glamour". The primary objective is to generate awareness and excitement about the fall V-Wear program. The secondary objective is to remind Slims smokers of the benefits of being a SlimsClub member (Bonus UPC). The third objective is to encourage the use of coupons and the fourth is to deliver "Ask Virginia Slims" piece.

Image - The piece should be consistent with Slims branding and imagery, using the "Glamour, Gotta Have it" and fashion themes to create excitement.

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Production Timing/Mailing:

Present Comps	w/o 3/27
Pre-Pro Meeting	w/o 4/3
A&K Due	w/o 4/12
Film Due to Printer	5/8
Personalization Tapes Due	5/8
Print/Convert/Finish	5/15 -6/20
Laser Sign-Off Approval	5/22-6/2
Drop Mailing	<u>6/19 - 7/7</u> third class mail

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